

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A projection display apparatus that projects images onto a screen in response to given image data, comprising:

an embellishment effect memory for storing embellishment effect data S representing an embellishment effect image that can be used to embellish an arbitrary image;

an image embellishment section that generates embellished image data by overlaying an original image represented by the given image data and the embellishment effect image;

a light modulation unit that is driven in response to the embellished image data pixel by pixel; and

an optical system for projecting onto the screen the embellished image obtained by the light modulation unit,

wherein the image embellishment section comprises:

a multiplier section that multiplies the image data and the embellishment effect data by respective coefficients on a pixel by pixel basis; and

an adder section that adds the embellishment effect data and the image data multiplied by the multiplier section, on a pixel by pixel basis.

Claim 2 (Original): The projection display apparatus according to claim 1, wherein the image embellishment section comprises an image overlay section that overlays the embellishment effect image at a specified location on the original image.

Claim 3 (Original): The projection display apparatus according to claim 2, wherein:

the embellishment effect memory stores a plurality of embellishment effect data representing a plurality of embellishment effect images; and

the image overlay section superimposes at least one selected embellishment image at each specified position on the original image.

Claim 4 (Currently Amended) The projection display apparatus according to claim 2, wherein the image overlay section ~~comprising~~ comprises:

an embellishment effect bitmap memory for storing embellishment effect bitmap data obtained from the embellishment effect data;

a synthesizer section that generates the embellished image data by synthesizing the given image data and the embellishment effect bitmap data read from the embellishment effect bitmap memory; and

a frame memory for storing the embellished image data, the frame memory having at least a memory area corresponding to all the pixels of the light modulation unit, the embellished image data read out from the frame memory being provided to the light modulation unit.

Claim 5 (Currently Amended): The projection display apparatus according to claim 2, wherein the image overlay section ~~comprising~~ comprises:

an embellishment effect bitmap memory for storing embellishment effect bitmap data obtained from the embellishment effect data;

a frame memory for storing the given image data, the frame memory having at least a memory area corresponding to all the pixels of the light modulation unit; and

a synthesizer section that generates the embellished image data by synthesizing image data read from the frame memory and the embellishment effect bitmap data read from the embellishment effect bitmap memory, the embellished image data synthesized by the synthesizer section being provided to the light modulation unit.

Claim 6 (Original): The projection display apparatus according to claim 4, wherein the synthesizer section comprises a data selector that selects either one of the image data and the embellishment effect bitmap data, pixel by pixel, to produce the embellished image data.

Claim 7 (Currently Amended): The projection display apparatus according to claim 4, wherein the synthesizer section ~~comprising~~ comprises:

[[a]] the multiplier section that multiplies the image data and the embellishment effect bitmap data by respective coefficients on a pixel by pixel basis; and

~~an~~ the adder section that adds the embellishment effect bitmap data and the image data ~~thus~~ multiplied by the multiplier section, on a pixel by pixel basis.

Claim 8 (Currently Amended): The projection display apparatus according to claim 7 1, wherein the ~~synthesizer~~ image embellishment section further comprises a coefficient setting section that controls the coefficients in the multiplier section so as to change a synthesis ratio between the image data and the embellishment effect bitmap data, thereby adjusting a degree of transparency of embellishment effects.

Claim 9 (Original): The projection display apparatus according to claim 8, wherein the coefficient setting section changes the coefficients in the multiplier section with time so

as to change the synthesis ratio between the image data and embellishment effect bitmap data, thereby changing the degree of transparency of the embellishment effects with time.

Claim 10 (Currently Amended): A projection display apparatus that projects images onto a screen, comprising:

a frame memory for storing given original image data;

a first embellishment memory for storing a first embellishment image data representing a first embellishment image having a shape and size that can be set;

a second embellishment memory for storing a second embellishment image data representing a second embellishment image having a size that can be altered while a shape is maintained similar;

an image embellishment section that generates embellished image data representing embellished image by overlaying an original image represented by the original image data with at least one of the first embellishment image and the second embellishment image;

an image display signal generator for generating image display signals based on the embellished image data;

an electro-optical device for emitting light that forms images in response to the image display signals; and

a projection optical system for projecting light emitted by the electro-optical device,

wherein the image embellishment section comprises:

a multiplier section that multiplies the original image data read from the frame memory and one of the first embellishment image data from the first embellishment memory and the second embellishment image data from the second embellishment memory by respective coefficients on a pixel by pixel basis; and

an adder section that adds one of the first embellishment image data and the second embellishment image data and the original image data multiplied by the respective coefficients, pixel by pixel.

Claim 11 (Original): The projection display apparatus according to claim 10, wherein:

the first embellishment memory has a memory space to hold  $1/n$  (where  $n$  is an integer of at least 1) lines and  $1/n$  pixels of the frame memory and stores the first embellishment image data in an area corresponding to the position at which the first embellishment images are to be superimposed;

the second embellishment memory stores the second embellishment image data and stores at least coordinate data indicating the overlay position thereof on the original image.

Claim 12 (Original): The projection display apparatus according to claim 11, wherein  $n$  is an integer of at least 2.

Claim 13 (Canceled).

Claim 14 (Currently Amended): The projection display apparatus according to claim ~~13~~ 10, wherein the image embellishment section comprises a coefficient setting section that controls the coefficients in the multiplier section so as to change a synthesis ratio between the original image data and one of the first embellishment image data and the second embellishment image data, thereby adjusting a degree of transparency of embellishment effects.

Claim 15 (Original): The projection display apparatus according to claim 10, further comprising:

a storage memory for storing a plurality of embellishment image data as the second embellishment image data;

wherein the second embellishment memory stores at least one embellishment image data selected from the storage memory.

Claim 16 (Previously Presented): The projection display apparatus according to claim 15, wherein the image embellishment section comprises a drawing section that draws the first embellishment image based on set drawing conditions;

the drawing section drawing the first embellishment image in the first embellishment memory based on at least a shape and position of the first embellishment image set by a user using a drawing instruction image which is one of the second embellishment images selected for setting conditions for drawing the first embellishment image.

Claim 17 (Previously Presented): The projection display apparatus according to claim 16, wherein, when the shape and position of the first embellishment image are to be set by using at least two drawing instruction images, the drawing section selects the at least two drawing instruction images having associated shapes which indicate the shape and position of the first embellishment image concerned, reads out the selected drawing instruction images from the storage memory and stores them in the second embellishment memory.

Claim 18 (Currently Amended): An image display apparatus, comprising:

- a frame memory for storing given original image data;
- a first embellishment memory for storing a first embellishment image data representing a first embellishment image having a shape and size that can be set;
- a second embellishment memory for storing a second embellishment image data representing a second embellishment image having a size that can be altered while a shape is maintained similar;
- an image embellishment section that generates embellished image data by overlaying an original image represented by the original image data with at least one of the first embellishment image and the second embellishment image;
- an image display signal generator for generating image display signals based on the embellished image data; and
- an electro-optical device for emitting light that forms images in response to the image display signals,

wherein the image embellishment section comprises:

- a multiplier section that multiplies the original image data read from the frame memory and one of the first embellishment image data from the first embellishment memory and the second embellishment image data from the second embellishment memory by respective coefficients on a pixel by pixel basis; and
- an adder section that adds one of the first embellishment image data and the second embellishment image data and the original image data multiplied by the respective coefficients, pixel by pixel.

Claim 19 (Currently Amended): A method of displaying images using a projection display apparatus having a light modulation unit to display an image based on image data given to the projection display apparatus by projecting the image onto a screen, comprising the steps of:

preparing embellishment effect data representing an embellishment effect image that is used to embellish an arbitrary image;

generating embellished image data representing embellished image by overlaying an original image represented by the given image data and the embellishment effect image;

driving the light modulation unit in response to the embellished image data pixel by pixel; and

projecting onto the screen the embellished image obtained by the light modulation unit,

wherein the step of generating the embellishment image data comprises:

multiplying the image data and the embellishment effect data by respective coefficients on a pixel by pixel basis; and

adding the embellishment effect data and the image data multiplied by the multiplier section, on a pixel by pixel basis.

Claim 20 (Currently Amended): A method of displaying an image obtained by embellishment of original image data given to a projection display apparatus, comprising the steps of:

storing given original image data;

storing a first embellishment image data representing a first embellishment image having a shape and size that can be set;



storing a second embellishment image data representing a second embellishment image having a size that can be altered while a shape is maintained similar; and

generating embellished image data representing embellished image by overlaying an original image represented by the original image data with at least one of the first embellishment image and the second embellishment image,

wherein the step of generating the embellishment image data comprises:

multiplying the original image data read from the frame memory and one of the first embellishment image data from the first embellishment memory and the second embellishment image data from the second embellishment memory by respective coefficients on a pixel by pixel basis; and

adding one of the first embellishment image data and the second embellishment image data and the original image data multiplied by the respective coefficients, pixel by pixel.

Claims 21-23 (Canceled)

Claim 24 (Currently Amended): [[A]] The projection display apparatus according to claim 2, wherein the image overlay section overlays the embellishment image in a specific area on the original image, the specific area being determined by first and second coordinates, the specific area being substantially equal in size to the embellishment image.

Claim 25 (Previously Presented): The projection display apparatus according to claim 24, wherein the image overlay section sets the first and second coordinates based on outputs from a pointing device.